EOM/EOC



09/12/12

Contract / Revision

Original Date / Revision

## WKMG

258890

Order%

09/12/12

Flight Dates 09/13/12-09/17/12

00:15:00 Order Sep 1768 Estimate # **Product** 06313069 **OBAMA FOR AMERICA** Alt Order # Billing Type Cash 15% Agency Com **GENERAL** Order Type

**Billing Contact** Billing Cycle Advertiser Pol/Pres/D/Barack Obama

Billing Calendar BROADCAST 3050 K Street NW New till 02/05/09 Suite 100 A35+ <u>Demographic</u> Washington, DC 20007

**GMMB** Agency POL CAND AGY **Rev Codes Buying Contact** Product Codes PL-Presidential-Democrat

Sales Office PHI P-2 **Priority** Sales Region NAT

3050 K Street NW Advertiser Ref Agency Ref Suite 100 Washington, DC 20007

Start Date

Primary Account Executive Kristen Waskie

Account Executive

Kristen Waskie 100% Order Share 100% Market Value 22750

**End Date** 

Competing Station % of Order Amount 0 **CABLE** % 0 WESH 0 % WFTV % 0 **WKCF** 0 % WOFL 0 % **WOPX** 0 **WRBW** % 0 % **WRDQ** 

**Billing Plan Order Totals Net Amount Gross Amount** # Spots Net Amount Gross Amount Rating Start Date End Date # of Spots Month \$19,337.50 \$22,750.00 23 0.00 08/27/12 09/17/12 \$19,337.50 \$22,750.00 23 September 2012 0.00 \$22,750.00 23 \$19,337.50 **Totals** 

										Tota	<u>ls</u>
Ln Ch Sta	rt End	Inventory Code	Break	Start/End Tim	e Days	Len Spot	s	Rate Pri			Amount
E 1 WKMG 09/1	3/12 09/17/12	CBS This Morning The Early Show	СМ	7-9a	MTF	:30	3	\$350.00 P-2	0.00 NM	3	\$1,050.00
Start Dat Week: 09/13/12		•	<u>s/Week</u> 3	<u>Rate</u> \$350.00	Rating 0.00						
E 2 WKMG 09/1		11-12p Price Is Right	СМ	11a-12p	MTF	:30	2	\$550.00 P-2	0.00 NM	2	\$1,100.00
		Price Is Right									
<u>Start Dat</u> Week: 09/13/12		<u>Weekdays</u> <u>Spot</u> MTF	s/Week 2		Rating 0.00						
E 3 WKMG 09/1	3/12 09/17/12	11-12p Price Is Right Price Is Right	СМ	11a-12p	MTF	:30	1	\$550.00 P-2	0.00 NM	1	\$550.00
<u>Start Dat</u> Week: 09/13/12		Weekdays Spot	s/Week 1	<u>Rate</u> \$550.00	Rating 0.00	<u> </u>					
E 4 WKMG 09/1	3/12 09/17/12	Local 6 News 12-1230	c CM	12-1230p	MTF	:30	2	\$400.00 P-2	0.00 NM	2	\$800.00
		Local 6 News 12-1230	p								
Start Dat	e <u>End Date</u>	Weekdays Spo	s/Week	<u>Rate</u>	Rating				I	]	





258890

Flight Dates 09/13/12-09/17/12

**Hiatus Dates** 

Original Date / Revision 09/12/12/ 09/12/12

00:15:00 Order Sep

Estimate # 1768 Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Ln Ch Start End Inver	ntory Code Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Tota Spots	als Amount
	- Waller and the same of the s	12-1230p	MTF	:30 2	\$400.00 P-2	0.00 NM	2	\$800.00
	l 6 News 12-1230p							
	ekdays Spots/Week	Rate	Rating					
	-TF 2	\$400.00 1030-11a	0.00	:30 1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
E 5 WKMG 09/16/12 09/16/12 Face Face	The Nation CM The Nation		_	,50 1	φ1,200.001 -2	0.00 11101	'	ψ, <sub>1</sub> 280100
	ekdays Spots/Week	Rate	Rating					
VVCCK. COTTOTAL COTTOTAL	·····	\$1,200.00 11-1135p	0.00 MTF	:30 2	\$1,200.00 P-2	0.00 NM	2	\$2,400.00
	11p News	·		.00. 2	ψ1,200.001 Z	0,00 1		<b>7-,</b>
	ekdays Spots/Week	Rate \$1,200.00	Rating 0.00					
VICCIL CONTONIE CONTONIE	A Football 3p Gam€M	various	1-	:30 1	\$5,000.00 P-2	0.00 NM	1	\$5,000.00
		(3:30 PM-7:0	<del>-</del>	.00	ψο,ουυ.σο. =	•1••	i .	. ,
	ekdays Spots/Week	Rate	Rating					
		\$5,000.00	0.00			<b></b>		
	This Morning CM Early Show	7-9a	ME	:30 1	\$350.00 P-2	0.00 NM	1	\$350.00
Start Date End Date We	ekdays Spots/Week	<u>Rate</u>	Rating					
### ##################################	F 1	\$350.00	0.00	<del></del>		0.00 1/10		****
E 9 WKMG 09/14/12 09/17/12 4-430 Extra	0p Extra CM a	4-430p	MF	:30 1	\$300.00 P-2	0.00 NM	1	\$300.00
	eekdays Spots/Week	<u>Rate</u> \$300.00	Rating 0.00					
	Prime 10p CM	10-11p	1	:30 1	\$5,000.00 P-2	0.00 NM	1	\$5,000.00
Blue	Bloods							
	<u>eekdays</u> <u>Spots/Week</u>	Rate	Rating					
VVCCK, GO/TO/TZ GO/TO/TZ	······································	\$5,000.00	0.00	:30 1	\$100.00 P-2	0.00 NM	1	\$100.00
	ı Sat News CM 5-7a News	5-7a	T-	.30 1	φ ( 00.00 F-2	U.OU INN		Ψ,00.00
	eekdays Spots/Week	Rate	Rating					
WEEK, USITOTIZ USITOTIZ	S Sunday Morning CM	\$100.00 9-1030a	0.00	:30 1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
	S Sunday Morning CM S Sunday Morning	9-1030a	<b>_</b>	.50 1	Ψ1,200.001 2	0.00 1111	1	* .,=
	eekdays Spots/Week	Rate	Rating					
	1 1	\$1,200.00	0.00				1	
E 13 WKMG 09/16/12 09/16/12 Sun Sun	11p News after NFLCM 11p News after NFL	Late News	1	:30 1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date End Date We	eekdays Spots/Week	<u>Rate</u>	Rating				1	
Week: 09/10/12 09/16/12		\$1,200.00	0.00		4-1-0-00-0	0.00 10		#4 000 00
=	vsat5p CM vsat5p	5-530p	MF	:30 2	\$500.00 P-2	0.00 NM	1 2	\$1,000.00
	eekdays Spots/Week		Rating					
**************************************	F 2		0.00	.20	\$600.00 P-2	0.00 NN	2	\$1,200.00
	vs at 6p CM vs at 6p	6-630p	MF	:30 2	, φουσ.συ <i>P-</i> 2	. 0.00 1410		ψ1,200.00
<u> </u>	eekdays Spots/Week		Rating					
VVCCR, 00/11/12 00/20/14	F 2		0.00 MF	:30 1	\$300.00 P-2	2 0.00 NA	1	\$300.00
E 16 WKMG 09/14/12 09/17/12 4-43 Extr	30p Extra CM ra	4-430p	l*f	.50	φυσοίου 1 "2	. 5.55 (11)	· ·	+
	eekdays Spots/Week	Rate	Rating					



258890

Flight Dates 09/13/12-09/17/12

<u>Hiatus Dates</u>

Original Date / Revision 09/12/12/ 09/12/12

00:15:00 Order Sep

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1768

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	ls Amount
	E 16	WKMG	09/14/12		4-430p Extra Extra	СМ	4-430p	MF	:30	1	\$300.00 P-2	0.00 NM	1	\$300.00
	W	<u>Star</u> eek: 09/1		End Date 09/20/12	<u>Weekdays</u> MF	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00			4			
•												Totals	23 \$7	22,750.00



Contract / Revision

New till 02/05/09

Agency GMMB

**Buying Contact** 

Original Date / Revision

09/12/12

Advertiser Pol/Pres/D/Barack Obama

## WKMG

255505

09/12/12

## ORDER

Flight Dates 09/18/12-09/24/12

00:15:00 Order Sep 1536 Estimate # **Product** 6259498 Alt Order # **OBAMA FOR AMERICA** Cash Billing Type 15% Agency Com Order Type **GENERAL Billing Contact** EOM/EOC Billing Cycle Billing Calendar BROADCAST 3050 K Street NW Suite 100 Demographic A35+ Washington, DC 20007 CAND AGY POL **Rev Codes** Product Codes PL-Presidential-Democrat Sales Office PHI P-2 **Priority** Sales Region NAT

Advertiser Ref

3050 K Street NW Suite 100 Washington, DC 20007

Primary Account Executive
Kristen Waskie

Account Executive Order% Start Date End Date

Kristen Waskie 100%

Agency Ref

Order Share 100% Market Value 92675

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

**Billing Plan Order Totals** Rating Start Date End Date Net Amount Gross Amount # Spots Net Amount Gross Amount # of Spots Month \$78,773.75 \$92,675.00 09/24/12 23 0.00 08/27/12 \$92,675.00 September 2012 23 \$78,773.75 0.00 \$78,773.75 \$92,675.00 23 **Totals** 

											Tota	ıls
Ln Ch	Start	End	Inventory Code	Brea	ak Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKMG	09/18/12	2 09/24/12	M-F 11p News	CM	11-1135p	MTWTF	:30	2	\$1,500.00 P-2	0.00 NM	2	\$3,000.00
			M-F 11p News									
<u>Start</u>	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/We	_							
Week: 09/1	8/12	09/24/12	MTWTF		2 \$1,500.00	0.00					_	44 400 00
E 2 WKMG	09/18/1	2 09/24/12	11-12p Price Is R	ight CM	11a-12p	MTWTF	:30	2	\$550,00 P-2	0.00 NM	2	\$1,100.00
			Price Is Right								ĺ	
Start	t Date	End Date	<u>Weekdays</u>	Spots/We	<u>ek Rate</u>	<u>Rating</u>						
Week: 09/1	8/12	09/24/12	MTWTF		2 \$550.00	0.00					_	
E 3 WKMG	09/18/1	2 09/24/12	Local 6 News 12-	1230p CM	12-1230p	MTWTF	:30	2	\$400.00 P-2	0.00 NM	2	\$800.00
			Local 6 News 12	-1230p								
Start	t Date	End Date	<u>Weekdays</u>	Spots/We	<u>ek</u> Rate	Rating					İ	
Week: 09/1	8/12	09/24/12	MTWTF		2 \$400.00	0.00					<b>i</b> .	
E 4 WKMG	09/18/1	2 09/24/12	Morn News at 5a	СМ	5-530a	MTWTF	:30	1	\$275.00 P-2	0.00 NM	1	\$275.00
			Morn News at 5a								i	
Star	<u>t Date</u>	End Date	<u>Weekdays</u>	Spots/We	<u>ek</u> <u>Rate</u>	Rating					ŧ	





255505

Flight Dates 09/18/12-09/24/12

**Hiatus Dates** 

Original Date / Revision 09/12/12/ 09/12/12

00:15:00 Order Sep

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA Estimate # 1536

									<u>Tota</u>	
Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E 4 WKMG 09/18/1	2 09/24/12	Morn News at 5a Morn News at 5a	СМ	5-530a	MTWTF	:30	1 \$275.00 P-2	0.00 NM	1	\$275.00
Start Date Week: 09/18/12	End Date 09/24/12	Weekdays MTWTF	Spots/Week 1	<u>Rate</u> \$275.00	Rating 0.00					
E 5 WKMG 09/18/1	2 09/24/12	News at 7p News at 7p	CM	7-7:30p	MTWTF	:30	1 \$800.00 P-2	0.00 NM	1	\$800.00
Start Date Week: 09/18/12	End Date 09/24/12	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00					** *** **
E 7 WKMG 09/24/1	2 09/24/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	M	:30	1 \$8,000.00 P-2	0.00 NM	1	\$8,000.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$8,000.00	Rating 0.00					
E 12 WKMG 09/18/1	2 09/22/12	7-9a CBS This M 7-9a Sat Early St		7-9a	1-	:30	1 \$250.00 P-2	0.00 NM	1	\$250.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$250.00	<u>Rating</u> 0.00					
E 13 WKMG 09/22/1	2 09/24/12	NCAA Football P FLORIDA PRIME		8-11p (8:00 PM-1	1- 1:30 PM)	:30	1\$15,000.00 P-2	0.00 NM	2	\$15,000.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$15,000.00	Rating 0.00					
Spot Ch Date Ra		Description ICAA Football Prim		t <u>/End Time</u> p	<u>v</u> -، 8:00 PM-11:30)			Rtg Type 0.00 NM		
See MG 13 [Only Prime		eduled is 11/03/12]								
	2-09/19/12 S	Survivor 90min Prer	niere We	d 8p-930p	-	-W	:30 \$7,500.0	0.00 NM		
~	2-09/19/12 E	Big Brother 90min F	inale We	d 930p-11p	-	-W	:30 \$7,500.0	0.00 NM		
Week: 09/24/12	09/30/12		C	\$15,000.00	0.00					
E 15 WKMG 09/18/		Sun 11p News Sun 11p News	CM	11-1135p	1	:30	1 \$1,800.00 P-2	0.00 NM	1	\$1,800.00
Start Date	End Date	Weekdays	Spots/Week		Rating					
Week: 09/17/12	09/23/12			\$1,800.00 rt/End Time	0.00	Veekdays	Length Rate	Rtg Type		
Spot Ch Date Ra 3 VKMG 09/17/1	2-09/23/12	<u>Description</u> Sun 11p News		1135p	-	St				
See MG 15 [This is "Ne	o. <i>4</i> ews after NFI	L" - starts @ 11:30	p - if OK pleas	se rebook]						
4 VKMG 09/17/1	2-09/23/12 \$	Sun 11p News after	r NFL Late	e News	-	St	ı :30 \$1,800.0	0 0.00 NM		
Week: 09/24/12	09/30/12	*	(	\$1,800.00	0.00					
E 16 WKMG 09/23/	12 09/23/12	Sun 1135p-1235 Without a Trace	a CM	1135p-123	35aS	:30	1 \$350.00 P-2	2 0.00 NM	1	\$350.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	Weekdays S	Spots/Weel		0.00					**
E 19 WKMG 09/23/	12 09/23/12	CBS Sunday Mo		9-1030a	S	:30	1 \$1,200.00 P-2	2 0.00 NM	1	\$1,200.00
Start <u>Date</u> Week: 09/17/12	<u>End Date</u> 09/23/12	<u>Weekdays</u> S	Spots/Weel	<u>Rate</u> 1 \$1,200.00	0.00					<b>A. A.</b> A.
E 20 WKMG 09/20/	12 09/20/12	Person of Intere	CM st	10-11p	T	:30	1 \$8,000.00 P-	2 0.00 NM	1 1	\$8,000.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> T	Spots/Weel	<u>k Rate</u> 1 \$8,000.00						



on 255505

55505 Flight Dates 09/18/12-09/24/12

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA Estimate # 1536

											Tota	Participal Contraction of the Co
Ln Ch St	tart	End	Inventory Code	Break	Start/End Tim	ne Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E 20 WKMG 09/	/20/12	09/20/12	Thu Prime 10p Person of Interest	СМ	10-11p	T	:30	1	\$8,000.00 P-2	0.00 NM	1	\$8,000.00
E 23 WKMG 09/	/20/12	09/20/12	Thu Prime 9p Two and a Half M	CM en 9-10 <sub>1</sub>	9-10p	T	:30	1	\$9,000.00 P-2	0.00 NM	1	\$9,000.00
Start Da	<u>ate</u>	End Date	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Spots/Week		Rating					1	
Week: 09/17/1	2	09/23/12	T	1	\$9,000.00	0.00			00 000 00 0 0	0.00 MM	1	\$9,000.00
E 24 WKMG 09/	/18/12	9 09/18/12	Tue 2 Hour Special		various	-T	:30	1	\$9,000.00 P-2	0.00 NM		φ9,000.00
Start Da		End Date		Spots/Week		Rating						
Week: 09/17/1	12	09/23/12	-T	1	\$9,000.00	0.00			+/	0.00 101		#40.000.0C
E 25 WKMG 09/	/18/12	09/18/12	Tue Prime 8p NCIS	CM	8-9p	-T	:30	) 1	\$10,000.00 P-2	0.00 NM	1	\$10,000.00
Start Da	ate	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09/17/1	12	09/23/12	-T	1	\$10,000.00	0.00					l .	** ** **
E 27 WKMG 09.	/18/12	09/18/12	Tue 2 Hour Speci Tue 2 Hour Speci		various	-T	:30	) 1	\$9,000.00 P-2	0.00 NM	1	\$9,000.00
Start D	ate	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/17/1	12	09/23/12	-T	1	\$9,000.00	0.00					4 .	
E 28 WKMG 09	/19/1:	2 09/19/12	Big Brother 90mir Big Brother 90-mi		Wed 930p-11	pW	:30	) 1	\$7,500.00 P-2	0.00 NM	1	\$7,500.00
Start D	ate	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09/17/	12	09/23/12	W	1	\$7,500.00	0.00					1 .	0
E 29 WKMG 09	9/19/1:	2 09/19/12	Survivor 90min Pi Survivor 90 Min S		Wed 8p-930p	W	:30	) 1	I \$7,500.00 P-2	0.00 NN	1 1	\$7,500.00
Start D	ate	End Date	Weekdays .	Spots/Week	<u>Rate</u>	Rating						
Week: 09/17/		09/23/12	W	1	\$7,500.00	0.00						***
N 30 WKMG 09	9/22/1	2 09/22/12	5-7a Sat News Sat 5-7a News	CM	5-7a	S-	:30	0 ′	1 \$100.00 P-2	NN 00.0	1 1	\$100.00
Start D	)ate	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					1	
Week: 09/17/		09/23/12	s-	1	\$100.00	0.00					<u>J</u>	
				*						Totals	23	\$92,675.0